

# Candy Bar Gazebo

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SOCIAL SCIENCE/AMERICAN

## HAPPINESS IS CANDY

Regular airmail service began in 1918 between Washington, D.C., and New York. The first flight, however, never made it to New York. After takeoff the pilot noticed that someone had forgotten to fill the fuel tank. Then the pilot got lost over Maryland and had to land in a cow pasture.

The first U.S. airmail stamps were issued as regular service began. The 24¢ stamp showed a biplane in flight. A similar biplane appeared on a candy bar wrapper in 1930. The Air Mail candy bar was made by Green Bros. Co., Springfield, Massachusetts. A better-known companion Green Bros. bar was Tastyest. That bar became well-known because of the catchy commercial jingles sung by The Tastyest Jesters over radio in the 1930s.



Billy Jones (courtesy Audrey and Jerry Glenn) and Ernie Hare, The Tastyest Jesters, were The Happiness Boys in an earlier radio life. Jones and Hare, singers and comedians, were heard through radio's first decade in a light format and were featured regularly on NBC until the death of Hare in 1939. They went on the network soon after its formation in 1926, in a Friday-at-eight, 30-minute show for Happiness Candy Company.

The Happiness Candy Company factory was on Long Island, NY, and that company soon established a chain of candy stores in various parts of the country. The Happiness Candy stores all contained soda fountains and a line of candy some of which were hand dipped.  
(continued page two)



Jones and Hare took their best-known nickname, The Happiness Boys, from this, their first sponsor. The Happiness Boys were introduced with this bouncy song (words being altered with changing sponsors through the years):

How do you do, every-body, how do you do?  
Gee it's great to say hell-o to all of you:  
I'm Billy Jones,  
I'm Ernie Hare,  
And we're a silly-lookin' pair;  
How do you doodle-doodle-doodle-doodle-do?

In 1929 Jones and Hare went on the Blue Network for Interwoven Sox and were then known as The Interwoven Pair. In 1931 they became affiliated with Tastyeast Bakers in a series called alternately, The Tastyeast Jesters and The Tasty Breadwinner. But their first moniker, The Happiness Boys, followed them through their careers and after. Hare died in 1939, Jones in 1940.

Carrol Hebbel (now of Massachusetts) grew up in Baltimore, Maryland. One of his fond memories of old-time radio was listening to The Tastyeast Jesters doing the Tastyeast commercial. Hebbel even remembers going to a neighbor's house where he was allowed to listen to a record made by The Tastyeast Jesters on a wind-up Victrola. Hebbel can remember consuming many a Tastyeast bar - early wrappers (concluded page three)

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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of \$10.00. Active members receive quarterly issues of Candy Bar Gazebo and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$3.00.

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were red and yellow he recollects - while listening to Jones and Hare, and cranking up the Victrola when it wound down. One of the commercials sung by The Tastyeast Jesters went as follows:

Tastyeast is tempting, to your appetite,  
Creamy, wholesome candy, try a luscious bite.  
Vitamins are hiding, in this candy bar.  
Pep, vim, and vigor, linger where they are.  
Children like this lovely, creamy food delight,  
Let them eat it daily, every morning, noon, and night.  
You will see them growing, stronger every day  
Tastyeast is dandy, candy candy way.

(The grammar wasn't the best in the world, but the tune sure was catchy!)

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### THE GOOD OLD OLDIES



Reproduced above is a desk blotter advertising Reed's NRG Bar, produced by Reed Chocolate Co., Inc., Buffalo, New York. Little is known about the bar, but it appears to be a war-related product as part of the legend on the blotter reads, "Used by The Red Cross and U.S.Navy."

Ingredients for the bar were milk chocolate, roasted nuts, juicy raisins, and toasted wheat (perhaps included because of the laxative effect chocolate has on some people?) The bar wrapper contained red, gold, and black printing on a white background. Little is known of the Reed Company except that it was located in Buffalo at one time.



## THE GREAT DEPRESSION, EAGLES, AND ACES

In the 1930s the United States was in the deepest economic depression in history. The production was down 44%, and one-fourth of the labor force was out of work. Banks were closing, factories shut down, and farm and home mortgage foreclosures were at an all-time high.

The popular songs of the day often reflected the hard times people were experiencing. "Brother Can You Spare a Dime" and "Shanty in Old Shanty Town," were two. An ironic title that became the big music hit in 1929 after the stock market fell was "Happy Days Are Here Again." It remained popular throughout the 1930s.

Many people blamed President Herbert Hoover for The Great Depression. As a consequence, in the election of 1932 Franklin D. Roosevelt defeated him for the Presidency. Words associated with Roosevelt's campaign, "The only thing we have to fear is fear itself," were to portend what was to eventually turn The Great Depression around. His efforts towards recovery were in effect until World War II finally pulled up the economy.

One of Roosevelt's early "The New Deal" programs was the NRA. The National Recovery Administration was created in 1933. It was created to administer codes of fair business practice such as a 35-40 hour work week, and a 30-40¢ minimum hourly wage. (The going rate in some businesses at the time was 25¢ an hour because jobs were so scarce.) The symbol for the NRA was a blue eagle and factories displayed the blue bird and the legend, "We Do Our Part." By displaying these posters it indicated acceptance of the NRA's code of fair competition.



The 765 codes of the NRA proved to be ineffective, however, and the Supreme Court declared the code system invalid in 1935.

To get in on the National Recovery Administration publicity when the Blue Eagle program started, Otto Schnering of the Curtiss Candy Company had an advertisement made up addressed to President Roosevelt. The ad, naturally, showed illustrations of Curtiss products. A clever promotion, the ad revealed such statistics as that the minimum wage paid to all girls was 32½¢ an hour; minimum paid to all men, 45¢ per hour (nearly 30% higher than the minimum approved by the NRA).



In 1933 Curtiss was producing not only 5¢ bars but also 1¢ and 2 for 5¢ sizes. Also being produced were packages of 1¢ fruit drops and 1¢ Candystix such as Butter Scotch Candy. (The 1¢ Baby Ruth Chocolate Flavor Drops were quite good candy, and very popular with kids in the Midwest.) A new introduction that year was the Easy Aces candy bar (see page 6). It was a 5¢ bar containing four pieces of candy inside the wrapper. Since bridge was the card game craze of the 1930s, Curtiss figured to cash in on bridge terminology.

During the 1930s the big name in bridge was Ely Culbertson. He developed a system of bidding which took the bridge world by storm. Bridge terms became everyday words, and the highest card in the bridge deck, the Ace, became part of everyday sayings such as "You're the Ace," and "Easy Aces." The latter term even became the name for a radio program.

Created by accident around 1930, The Easy Aces show first appeared in Kansas City. When the regularly scheduled actors didn't appear for their show, Goodman Ace, still on the air from his previous stint, took over to ad-lib with his wife Jane who was standing nearby. They began doing off-the-cuff dialogue about last night's bridge game. The unplanned comedy technique delighted radio listeners and became a regular feature in Kansas City. The show soon attracted network attention staying on national radio until 1949. Jane Ace was the first to imitate dramatist Richard Sheridan's Mrs. Malaprop on the air. In The Rivals, Mrs. Malaprop made word blunders that strongly resembled proper speech, so had a great comedy effect. ("As headstrong as an allegory [alligator] on the banks of the Nile.") Goodman and Jane Ace certainly left their mark in Radioland's History Book. That can't be said about the Easy Aces candy bar, unfortunately it has only a minute place in Candy Bar History.

Beside Curtiss, the Walter Johnson Candy Company also had a busy 1933. Added to their line were new bars Hoop-er-doo, Two-Timer, Shadow Bar, Love Birds, and Creamy Whipt. The Betsy Ross bar was picked up from W.E. Jacobs Company. But Johnson's Blue Eagle made the big splash that year. The bar capitalized on the NRA Blue Eagle. Chocolate covered frappe, it sold for a nickel. The wax paper wrapper carried a wings spread blue eagle. However, just like the NRA bird symbol, Johnson's Blue Eagle bar only had a short life. It flew off into the sunset in 1934.









# An NRA report to President Roosevelt

by the CURTISS CANDY COMPANY

The following letter was sent to President Roosevelt  
under date of September 28, 1933 . . . .

**Mr. President:**—We have been informed by the N. R. A. that the Curtiss Candy Company was among the first of American employers to sign and operate under your Re-Employment Agreement. Two months have elapsed since we commenced operating under Blue Eagle requirements, and we now feel it our duty to report to you on progress.

## Customers Our First

**Consideration**—It is particularly gratifying to report to you, Mr. President, that our average prices to our distributors are no higher today than before the N. R. A. started its activities. The financial burden of our participation in the N. R. A. has not been passed along. This is in spite of labor and overhead increases estimated at approximately \$1,500,000 annually. This is our contribution and support in helping you make your Recovery Plan a success. Thus you will note that we have accepted our moral, as well as financial, responsibility.

**Auditing of Operations**—We stand ready, Mr. President, to give you complete figures and facts from time to time as you may desire them. Not figures colored by our own interpretations, but plain, unadorned statistics gathered by independent certified public accountants of unquestioned reputation whom we have engaged to make complete periodic audits of time cards, pay checks and operations in each department.

**Employment**—We are employing over 7,500 people, whereas our payroll a year ago in May totalled 1,119. This increase is due to two factors: First, a substantial increase in our business, the result of courageous merchandising effort; second, the direct effect of provisions in your Re-Employment Agreement affecting hours of employment.

**Wages**—All wages paid in our plants and offices are equal to or in excess of the agreement requirements. Minimum paid to all girls, 32½¢ per hour; minimum paid to all men, 45¢ per hour. The Curtiss minimum wage for men is nearly 30% higher than

the minimum established by the Substitute Presidential Re-employment Agreement for the candy manufacturing industry approved by the N. R. A.

**Service to Employees**—In addition to paying wages equal to or above agreement requirements, we provide nursing and medical services at our plants without charge; our cafeterias supply quality foods at minimum prices.

Realizing that employees working under the N. R. A. are afforded more leisure than formerly, we are endeavoring to assist them in using this time wholesomely and beneficially. Cultural, educational and recreational activities are being sponsored and financed or planned by the Company. Included are the baseball, bowling, tennis, basket ball and hockey teams, a band, orchestra, glee club and many other activities.

**Increased Business**—The Curtiss Candy Company is today doing the largest business in its 16-year history. Our 1,200,000 dealers and 10,000 jobbers are sharing the benefits of this increased business along with our 7,500 employees. We ascribe this increase to ~~three~~ major factors: National Recovery; the extraordinary values and unexcelled quality we are giving the public; and our aggressive and nation-wide merchandising and advertising activities founded on our confidence in the future of America.

Respectfully submitted,

CURTISS CANDY COMPANY  
CHICAGO

*Otto Schenck*  
PRESIDENT

## A Letter from Executive Secretary, Blue Eagle Division of the National Recovery Administration

We quote from a letter addressed to the Curtiss Candy Company under date of August 19, 1933:

"We note that you were among the first of the employers in the Chicago area to vigorously endorse the N. R. A. Program, and for that splendid support, please accept our thanks."

**THE POWER OF THE PENNY**—In recognition of conditions existing 18 months ago, with nickels not so plentiful as previously, the Curtiss Candy Company at that time introduced penny packages of most of its products—giving the penny a purchasing power comparable to that of the nickel in many competing lines. All Curtiss products whether 5c, 2 for 5c, or 1c each, are of the same high quality, and each offers outstanding value to the consumer.

**PROTECTED PRODUCTS**—The Curtiss standard of quality—responsible for the unprecedented success of Baby Ruth, the largest-selling chocolate-coated candy bar in the world—is being rigidly maintained under N. R. A. operation as it has been for sixteen years. Our Baby Ruth, Buy Jiminy, Dip, Mints and Fruit Drops carry the endorsement of the American Medical Association. In the manufacture of our various products we employ only materials of the highest quality, all of which are constantly tested in our laboratories to insure uniformity and purity.

One of the tools Roosevelt latched onto was the bald eagle, the country symbol.

The American Eagle was stylized as the Blue Eagle for that effort.

The Curtiss ad shown at the left appeared in The Confectionery Buyer which was published at The Merchandise Mart in Chicago.

The year was 1933 and Franklin D. Roosevelt was beginning the long haul to bring the country out of the doldrums.

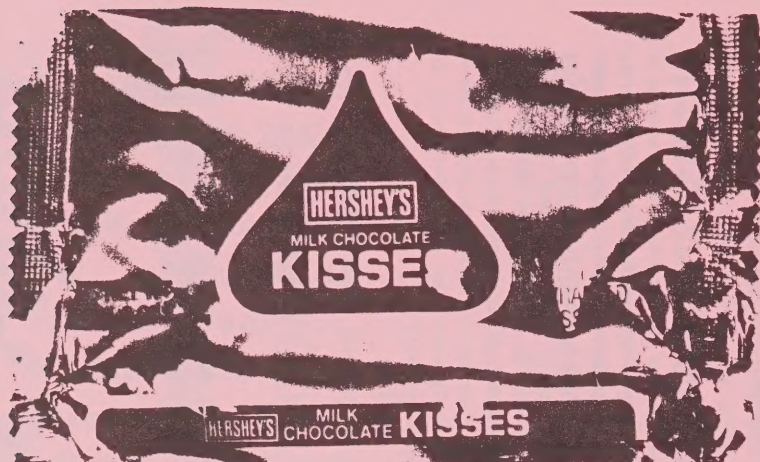


(Ad reproduced courtesy of The New York Public Library.)

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Hershey's Kisses have been around since 1907. The Kisses were wrapped but the identification plumes weren't added until 1921. Introduced this year was an attractive silver, brown, and white packet containing eight foil-wrapped Kisses. And the Kisses therein still are as tasty as ever.


Milton S. Hershey wasn't an early believer in advertising other than word of mouth. It wasn't until 1970 that the company got into commercial advertising in a big way. Milton, however, did on rare occasion take out an early magazine ad or two. The one shown below appeared in McClure's Magazine in 1902. To sample Hershey products for eating and drinking, if not available at the dealers, you could "send in 50 cents for 1 - 2 lb. can for drinking and 6 cakes for eating, delivered free." (Note the Philadelphia address.)

## Hershey's

### Powdered MILK CHOCOLATE-For Drinking

## Milk Chocolate - A Sweet To Eat -

The highest attainment in chocolate making. Two combinations of rich sterilized milk and pure chocolate, for eating and drinking. If not at dealers, send 50 cents for 1-2 lb. can for drinking and 6 cakes for eating, delivered free. You will be delighted with these chocolates. **HERSHEY CHOCOLATE CO., 1050 Chestnut St., Phila., Pa.**



1902 10
Please mention McClure's when you write to advertisers.

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### MIDWEST MYSTERIES UPDATE

Posed as a midwest mystery in the summer issue was the Akron Candy Company and its Cream Peanut Cluster candy bar. The address shown on the 1920s wrapper was Akron, Ohio. In later years it was taken over by the Spangler Candy Company of Bryan, Ohio. The address at that time for Akron Candy was Bellevue, Ohio. (For another reference to Akron Candy see page 89 in The Great American Candy Bar Book.)



The candy bar suggested for sampling this issue is the Wayne Bun Bar (three flavors available, vanilla, maple, or caramel). When Wayne Candies, Inc., of Fort Wayne, Indiana, was taken over by Storck USA. L.P., the Wayne Bun Bars have gone back to a milk chocolate coating as opposed to the confectioners coating that had been used by previous owner Nabisco. Each of the caramel bar wrappers carries the legend, "Real



NEXT TIME TRY VANILLA BUN BAR  
AND MAPLE BUN BAR

milk chocolate with peanuts over a chewy center." Les Sass, marketing manager at Storck advises that company policy requires a 400 pound minimum shipment, or approximately 13 cases or \$730.08 (as of last spring). What Les suggests is that Great American Candy Bar Club members go to their nearest candy wholesaler to purchase Wayne Bun Bars in somewhat smaller quantity lots. Les's suggestion is a good one. While that wholesaler might not carry Wayne Bun Bars, you just might come across other bar items you've been hankering for. So it's a good idea to find out what wholesalers, jobbers, or brokers operate in your neck of the woods. Look them up under candy and confectionery in the Yellow Pages.

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Featured as a new entry back in Issue 1 was Christopher's Irish Cream Mints. As to its availability to club members Jim Myerson of the Ben Myerson Candy Company, Los Angeles, has this to say: "Thank you for sending me your note about the Candy Bar Club and your interest in Irish Cream Mints. However, we do not have the facilities or the manpower to handle very small orders. Our minimum order is currently 500 pounds."

So if you're interested in that bar, perhaps this could be another phone call to your friendly area wholesaler, jobber, or broker.



## SAMPLING TIME

Now here's a live one. New arrivals at The Chocolate House, Inc., are Mint Meltaway Bar and Cream Caramel Bar. Here are the facts on how to obtain bars at a special price to Club Members.

Specify either Mint Meltaway or Cream Caramel bars.

Quantity of bars needed in order: 12

Cost - Bars plus shipping: \$7.50

Special price to members: \$6.50

Who to contact: Factory Retail Store

The Chocolate House, Inc.

4121 S. 35th St.

P.O. Box 21890

Milwaukee, WI 53221

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## SHOWS, BOTH PAST AND UPCOMING

It was a big success - the first-time-effort chocolate festival sponsored by the Lyric Opera Guild of Kansas City, Missouri. Held at the Hyatt Regency Crown Center, September 14-16, 1984, an estimated crowd of 6,000 toured the exhibit area. The show was organized by Lee Goodman. Some of those in attendance were Elaine (Chocolate Artistry) Gonzalez; Elaine (Madame Chocolate) Sherman; Ruth and Richard Rashman; Peter Hanrahan; and the entire Bitterman family, Alan, Marilyn, Stuart, and Leslie.

Price's Fine Chocolates of Kansas City were there with a new line of candy bars, one being the renowned Annaclairs candy, now available in bar form. Peter Paul Cadbury exhibited, as did Nestlé's. And the Chase Candy Company of St. Joseph, Missouri, supplied free samples of its famous Cherry Mash miniature bars.

Coming up are: "Chocolate Extravaganza, '84." About 15,000 are expected at Anaheim, California, October 12-14. In November it's the 3rd Chocolate Lover's Hyattfest Weekend, November 10-11, Hyatt Regency Woodfield, Schaumburg, Illinois; and on November 23-25, 1984, "Chocoholics Weekend," at Stouffers, The Westchester, White Plains, New York. (Candy Bar Gazebo will be in attendance at all three events. See you there?)



## RECIPE CORNER

King Leo stick candy is made in Nashville by Standard Candy Co. The recipe shown below dates back to the 1940s when recipes were placed in the lid of each 2-lb. King Leo tin. The recipes have been re-tested for today's market by Standard and use King Leo Peppermint Stick Candy, or King Leo Pure Lemon Stick.

### King Leo Mint Pie

- ½ lb. - KING LEO PURE MINT STICK CANDY
- ½ cup - Thin Cream (half & half)
- ½ tbsp. - Plain Gelatin
- 1 tbsp. - Cold Water
- 1½ cups - Whipping Cream
- Chocolate Wafers for Crust

Crush Mint Sticks—add light or thin cream. Heat in double boiler until dissolved. Add Gelatin which has been dissolved in 1 tbsp. cold water. Chill until partly set. Fold into Whipping Cream. Pour into crust made of Chocolate Wafers. Serve with Whipped Cream on top after chilling.

### Fruit Salad Topping

Crumble KING LEO PURE PEPPERMINT STICK CANDY for topping on your favorite fruit salad.

### Iced Tea

Also try a stick of PEPPERMINT OR LEMON KING LEO with a glass of Iced Tea—delightful and refreshing.



## KING LEO

### Mint ICE CREAM

Dissolve twelve sticks of KING LEO PURE MINT STICKS in one cup of milk in double boiler. Let cool. Add one pint of whipping cream which has already been whipped. Place in freezing tray, stirring occasionally.

Use above recipe for KING LEO PURE LEMON ICE CREAM, substituting 15 sticks of KING LEO PURE LEMON STICK.

KING LEO PURE MINT and LEMON STICK may be purchased at most any drug, department or grocery store.

Mint Ice Cream is Good When Served With Chocolate Sauce

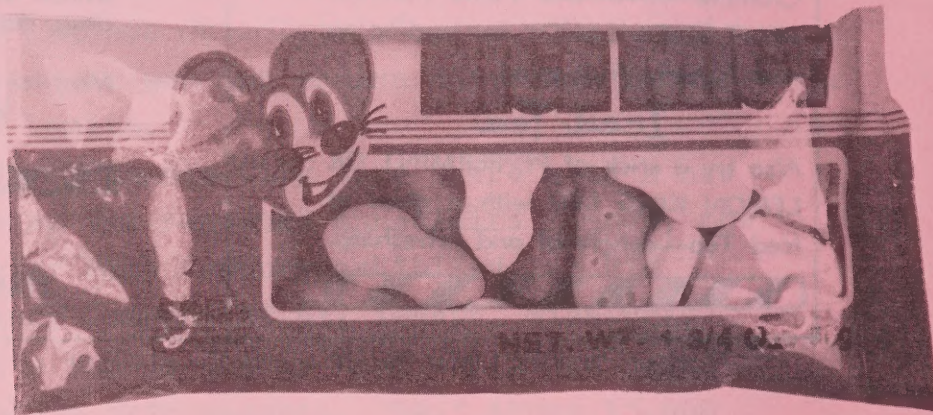
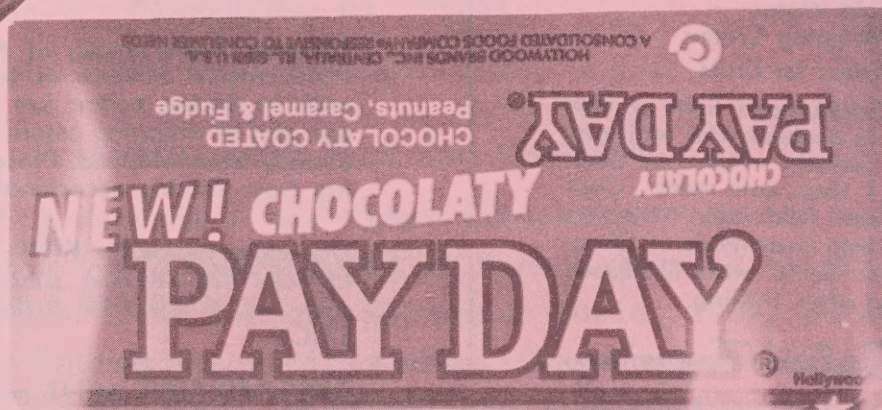


Manufactured By  
**STANDARD CANDY COMPANY**  
NASHVILLE, TENN.

## LETTER FROM AN OLD TIMER

David Brown of Cottonwood, Arizona, wrote: "Walnettos sponsored an evening newscast on WBBM in Chicago. I believe in 1939 or 1940. The announcer would read a three-line jingle and invite the listeners to supply the final line. I responded and won the daily prize, a wristwatch. And I dare say the quality of Walnettos far exceeded that of the watch!" (More happy words from David in a future issue.)





Have you seen any of the above bars floating around the neighborhood recently? They should all be available by the end of the year where ever you live in the United States. That Wispa bar made by Cadbury's of Great Britain is really a wowzer!